

GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, July 20, 2015

4:00 p.m.

MINUTES

*Greensboro Public Library- Central Branch
219 North Church Street – Hemphill Board Room
Greensboro, NC*

	<u>MEMBERS ATTENDING</u>	<u>STAFF</u>	<u>ABSENT</u>	<u>LIAISON</u>
1	Carolyn Chappell, Chair	Brigitte Blanton	Trudy Atkins	Kay Cashion (absent)
2	Sandra Cramer, Vice Chair	Dena Keese	Brian Clarida	
3	Donna Anderson		Viola Fuller	
4	Netta Cox		Penny Smith	
5	Ivan Cutler		Willie Taylor	
6	Loy Newby			
7	Lea Williams			

CALL TO ORDER

- Carolyn Chappell, Chair, called the meeting to order at 4:04pm
- Chair called for approval of the June 15, 2015 Board Minutes. Lea Williams made a motion to approve and Loy Newby seconded. Minutes approved as presented.

REPORT OF CHAIR – Carolyn Chappell

- Visited McGirt-Horton Branch. Branch Manager, Delores Lawrence showed Carolyn around the Branch. Lots of children with grandparents; refreshing, beautiful building. Carolyn mentioned the Oliver family request to name a conference room after the late Mary Louise Noble Oliver. Delores indicated everyone would be in favor.

DIRECTOR'S REPORT – Brigitte Blanton

- Priscilla Mays was spotlighted/photographed by the News & Record while attending the Greensboro Historical Museum's Roaring 20's Event.
- Pastor Calvin Foster of Genesis Faith Academy brought 25 children to the Superhero Festival at Central today and also posted about the event on Facebook.
- As you will recall, last month the Library and Museum staff was challenged to participate in our 2015 Summer Reading Program kick-off by dressing in costume as superheroes. The winning section, First Floor Circulation was awarded a pizza party. Terri Wallace, Tammy Miller and I visited each Branch to check out the various costumes and to promote Summer Reading. The 2016 Summer Reading Theme is related to sports. We are considering having a monthly "dress-up" day.
- There are Superhero Festivals still going on at several Branches. Remember that we follow the National Reading Program.
- During the GHM's Roaring 20's event, there was an area indicated by a poster where attendees could put on hat, etc., get their picture taken, tweet about something in particular they may have liked. Could we possibly take this approach for the next Summer Reading kick-off?
- Communications efforts are much better now. Our customers are very good at tweeting about events they particularly enjoyed.
- In your packet you will find program information regarding One City, One Book. Although the Library took a reduction in a high-level position (instead of front-line positions), it has not deterred our ability to accomplish

programming. The Triad Chairs for One City, One Book are Beth Sheffield, Melanie Buckingham and Ron Headen with Sandy Neerman as chief advisor on behalf of the Friends, in addition to 50 community members.

- The Library is providing stronger programs as staff steps up to the challenge to work more closely together.
- What is the turnover for frontline positions?
- Human Resources indicates we are getting the best sets of applicants overall. We do experience some turnover due to individuals going back to school or wanting an increase in wages. The City's Compensation Study performed approximately 5 years ago indicated wages at the 75% percentile and the percentile needed to be 50%.
- Does the Glenwood Branch have a new manager?
- No. The Supervisor that was on staff is currently filling in until a Manager is hired.
- Does the Branch have adequate staffing?
- No. We have some vacancies on the books. However, we fill in from other areas to make sure there is coverage. We are doing a shift to provide excellent customer service.

ARTICLE DISCUSSION – "Rising To The Challenge, pages Inquiry 40-52.

- A crucial factor is funding. How did the State fund us?
- We do not know the outcome at this time.
- McNairy Branch was estimated at \$342,000 and was the first branch where items were purchased by Foundation funds.
- Requested \$55,000 in budget enhancements for interactive for all branches.
- This is how we are changing to meet current needs, profit centers, providing a service but also making money.
- Page 43 had a key point under Cultivating Leadership: Librarians in many places are recognized as community leaders, but their experience has been in fielding problems as they walk in the door, not in going out into their communities trying to identify or solve community needs. That will not work anymore. "We can't just be providing space," says John Szabo, director of the Los Angeles Public Library. "We are a learning institution, not just an access institution."
- That is the role of the Director, Deputy Director, Leadership Council, Branch Managers – fielding problems as they walk in the door. We ask you (the Board) to talk with people as you are out and about; they will give you critical feedback.
- Page 44 (right-hand section, first paragraph) – Library boards, trustees, foundations and friends groups can be called on to support the re-envisioned library and activate their constituents when library budgets are on the chopping block. Library companions are especially needed at the state and national levels. Having champions in the business, government and nonprofit communities can open new opportunities for libraries as they increase their community impact. Those who donate money, equipment, technical expertise and other resources to public libraries ought to take a more visible role in communicating the value of engagement with the library and the benefits that accrue to the entire community. And these stakeholders are vital for forming a culture of entrepreneurship and innovation that can thrive with the help of the public library.
- It's the unlikely places we should be having these conversations, i.e., Wal-Mart, Macy's, church, etc. We can't do everything. There has to be a balance.
- We are in the process of collecting a survey that went out to the community. We have received approximately 150 responses.
- The museum used a similar survey, but one of the questions was extremely good, "If you don't use it?" _____
- The survey is the key to finding out the needs of the community/patrons.
- There has been a steady increase in the number of library cards issued at the McNairy Branch. How does that relate to circulation figures?
- Do we calculate demographically?
- Our figures are based on circulation of patrons under 18 – over 18. The library looks at what goes out. We have a responsibility of providing diverse collections.
- Will the library offer dedicated time for patrons to complete the survey?
- All computers currently have a pop-up that allows patrons to complete the survey if they choose. There will not be additional time allotted above the time they are signed on.
- How many surveys did you anticipate?
- We had hoped to receive approximately 300. However, we realize individuals do not like to take surveys.
- People want an incentive or reward to participate.

- Page 53: Found the Notes and References very interesting - #1: The digital revolution has made it possible to put the equivalent of all human knowledge into virtually every home; #6: According to Monretti, about 10 percent of all the jobs in the U.S. belong to the innovation sector; #20: One widely praised vision of the physical library of the future was published in a paper by Denmark's Royal School of Library and Information Science. This Danish model has four distinct but overlapping "spaces": an inspiration space, a learning space, a meeting space and a performing space; #27: The term platform can have many meanings and associations; #29: The library of the future cannot think of itself primarily as a remedial institution that exists to fill social deficits – in education, in access to information in any form, in democracy, in literacy. Instead, the public library must become a "sharing" institution that grows social capital by curating and sharing all the information to which it has access, including sources of information that lie in its own community; #34: Librarians report that one of the busiest times for technology and skills training is in the post-holiday period when people are opening new devices like e-readers and tablets for the first time and puzzling over how to use them. Because it is trusted and welcoming, the public library has become the go-to-place for getting up to speed on the latest technologies for a wide range of people.
- The library is a need and should be considered as part of the City's infrastructure. Some schools have closed their libraries. The library becomes the connector.
- Can we take advantage of organization such as Kiwanis or the Speaker's Bureau to broaden our scope of communication?
- What every happened with the library commercial?
- Our communications department is working on the script so that it is presented in a fun, (not cutesy), receptive way. We have not done public service announcements.
-

COMMITTEE REPORTS

Friends of the Greensboro Public Library – Lea Williams

- 2015 Fall Used Book Sale scheduled for October 1-3.

Advocacy – Willie Taylor

- No Report.

Historical Museum – Brian Clarida

- No Report - not in attendance

OLD BUSINESS

None.

NEW BUSINESS

- Written application received from the Mary Louise Noble Oliver family to have a conference room at the McGirt-Horton Branch Library named after her due to the impact she had on getting that branch started. Policy states, Board will receive application the first month (July), hear request from applicant the second month (August) and vote on the request the third month (September). If the request is passed, the application will then be presented to the City Council.
- The Board requested more information regarding Mrs. Oliver and her involvement prior to the August meeting.

Chair called for motion to adjourn. Lea Williams made motion, seconded by Netta Cox.

Meeting adjourned at 5:03 p.m.